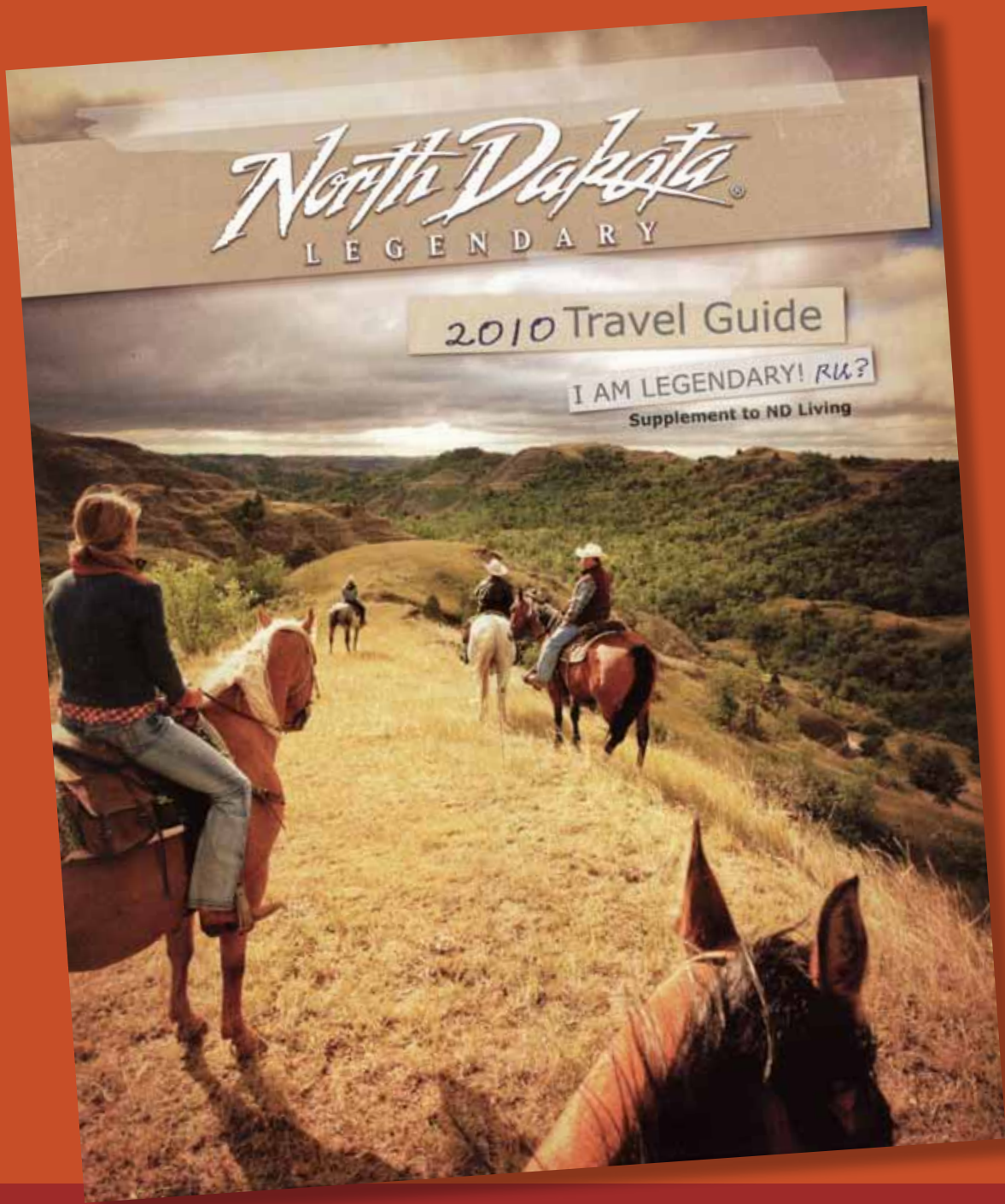


Advertising in the
2011 North Dakota Travel Guide
gets you great opportunities
to attract your share of visitors!



The **2011 Travel Guide** will feature
vibrant photos showcasing North Dakota

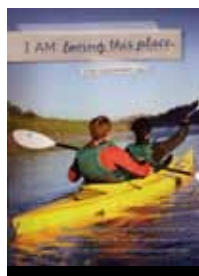
The Travel Guide contains 148 colorful pages of detailed travel and outdoor information



"If you are going to do only one advertisement to attract visitors-the **North Dakota Travel Guide** is the one! Here you will get exposure at consumer shows, in the state rest areas, at tourism attractions and direct into visitors' homes. Demand for this guide continues to be very strong – due to its relevant content and travel planning tools. Our digital version of the Travel Guide also gives value-added exposure and direct-links to advertisers."

Sara Otte Coleman
Director,
North Dakota Department of Commerce
Tourism Division

Tourism is North Dakota's third-largest industry and generates over \$4.1 billion in out-of-state spending annually - according to a study conducted by North Dakota State University



WHAT TO DO

The "What to Do" section of the North Dakota Travel Guide gives visitors a detailed look at each community's local attractions and accommodations. Using an alphabetical listing, icons identify the availability of accommodations, entertainment, outdoor activities and tourism information. Visitors will be able to plan their trip using regional indicator maps. Accommodations will be identified with detailed information, such as addresses, contact information and a description of amenities. Campgrounds will also be listed.

OUTDOOR ADVENTURE

Detailed information is listed for each outdoor adventure attraction in the following categories: horseback riding, ranch vacations, birding adventures, state parks, golf courses, national parks and attractions, hiking, biking, motorcycling, canoeing/kayaking, scenic drives and winter activities.

ARTS AND ENTERTAINMENT

Visitors will find all the details about North Dakota's theaters, fine arts, arenas, sporting teams, casinos, race tracks and more in this section.

SPECIAL EVENTS/FESTIVALS

This calendar of events, listing hundreds of monthly events and festivals, is the perfect guide to all of North Dakota's fun activities.

TRAVEL INFORMATION

Visitors will turn to this section to find the state's chambers of commerce, visitor bureaus and other tourism offices.

The 2011 North Dakota Travel Guide will put your advertising dollars to work!

Your display ad will be placed inside 325,000 attractive, well-read North Dakota Travel Guides.

84,000 of the guides will be distributed as a supplement to the February 2011 *North Dakota LIVING* (more than 200,000 readers statewide).

ND Tourism Division uses the guide as its main vehicle to promote tourism out of state, abroad and here at home, making it the best source for reaching potential travelers to our state.

ND Tourism Division will mail the guide to those who inquire about North Dakota by mail, through their Web site www.ndtourism.com, through its toll-free telephone number, or in response to the television, radio, print ads, online and out-of-home advertising; as well as newspaper inserts, direct mail and outdoor (hunting & fishing) marketing.

The guide will be available at visitor centers, convention and visitors bureaus, chambers of commerce, I-94 and I-29 and Hwy. 2 rest areas and tourism locations throughout North Dakota.

ND Tourism Division will distribute the guide at trade shows, both nationally and internationally, and at several regional sports shows throughout the Upper Midwest, promoting North Dakota to more than 270,000 outdoor enthusiasts.

North Dakota LIVING will distribute the guide at more than 12 farm, home and cultural trade shows throughout North Dakota.

All events and festivals are listed on the North Dakota Tourism Web site.

Your Web site will be linked to the *North Dakota LIVING* Web site: www.ndliving.com

The entire 2011 North Dakota Travel Guide, including the ads, will be linked on the North Dakota Tourism Division Web site, www.ndtourism.com.

This digital version includes a realistic version of the Travel Guide with a full reproduction of the entire contents, along with turning pages. The digital version also includes a search application.

A vital part of the digital Travel Guide are the advertising links. Click on any Web site listed in an ad, and the digital Travel Guide automatically **forwards the reader to the advertiser's Web site**. This offers fingertip access to information on each advertiser.



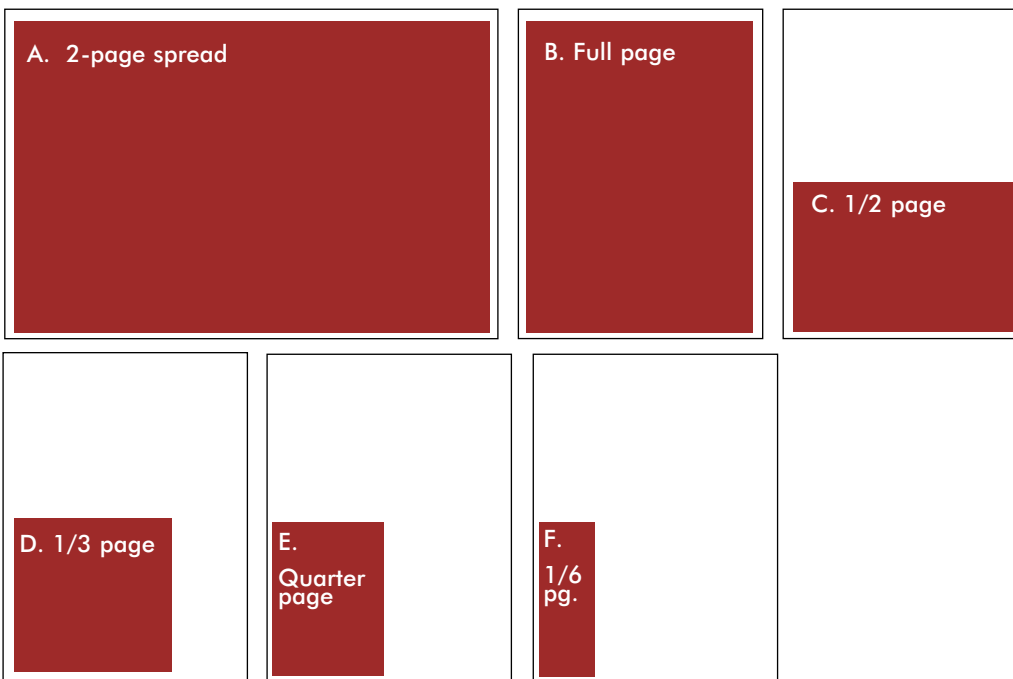
Communicate your message to your audience with a strong call to action!

Display Advertising Rates

- | | | |
|--|---|---|
| <p>A 2 - Page Spread
15 1/4" x 9 3/4"
No bleed allowed
\$7,700</p> | <p>B Full Page
3" x 9 3/4"
No bleed allowed
\$4,300</p> | <p>C Half Page
7" x 4 5/8"
No bleed allowed
\$2,825</p> |
| <p>D 1/3 Page
4 5/8" x 4 5/8"
\$1,760</p> | <p>E Quarter Page
3 7/16" x 4 5/8"
\$1,445</p> | <p>F 1/16 Page
2 3/16" x 4 5/8"
\$895</p> |

All prices include full color.

Note: Ad rates are net and non-commissionable; ad billing is distributed February 2011.



- G** Brochure listing sample
Actual size



- H** Accommodation listing sample
Actual size



- G** Brochure Listing
Your boxed brochure listing in full color along with a short description.
\$360

- H** Accommodation Listing
Single space 3 1/2" x 2"
Your listing inside the accommodations section boxed with your full-color logo included.
\$230

Package your next vacation!

Advertise in this special section

The North Dakota Tourism Division is sponsoring half the cost of this two-page advertising section to encourage package suppliers to develop and sell North Dakota vacation packages.

The North Dakota Tourism Division 2011 Travel Guide will include a two-page advertisement promoting travel packages available in North Dakota. This special section will deliver a colorful, engaging look at travel destinations across North Dakota at a glance. Vacationers looking for a travel package will find it here!

Your package could be a themed package, which includes a similar activity in several communities, such as golf packages or historical corridors, or a package including lodging, a meal and admission to an attraction, event or an activity.

To advertise a package vacation, you must offer at least three amenities (for example: a hotel room, a golf outing and a meal). Packages make it easier for potential travelers to choose North Dakota as a travel destination.

Reserve space now!

I Single space 3 1/2" wide by 2" high
Your Cost After
ND Tourism Division Co-Payment
\$250

J Double space 3 1/2" wide by 4 1/8" high
Your Cost After
ND Tourism Division Co-Payment
\$500

PT
RM Explore North Dakota's Prehistoric Life

Paleontology Field Training & Day Tours
to Fossil Sites in the Beautiful & Scenic Badlands

Package includes: • Hands-on experience at fossil sites
• Learning materials
• Breakfast & sack lunch
• Transportation to/from site

Pioneer Trails Regional Museum
12 1st Ave. NE, Bowman, ND 58623
(701) 523-3625
E-mail: paleo@ptrm.org • www.ptrm.org/paleofield

SOUTHWEST NORTH DAKOTA
Golf
GETAWAY

HEART RIVER GOLF COURSE
Dickinson, ND

BULLY PULPIT GOLF COURSE
Medora, ND

MEDICINE HOLE GOLF COURSE
Killdeer, ND

PHEASANT COUNTRY GOLF COURSE
South Heart, ND

FOR MORE INFORMATION
OR TO BOOK YOUR
SOUTHWEST GOLF GETAWAY CONTACT:
Grand Dakota Lodge 800-422-0949
Comfort Inn 866-914-3309

DICKINSON
THE WESTERN EDGE
CONVENTION & VISITORS BUREAU
www.visitdickinson.com

Advertise in the
2011 North Dakota Travel Guide
The official Travel Guide for the
North Dakota Department of Commerce -
Tourism Department

Deadlines & Production Specs

Space reservations - September 24, 2010
Ad materials submissions - September 27, 2010
Publication date - January 1, 2011

How to place your advertising order

1. CALL Clark Van Horn, advertising manager, at (800) 234-0518 or (701) 667-6436.
2. Fill out and mail the order form.
3. Fill out and fax the order form to (701) 663-3745.
4. E-mail your order to cvanhorn@ndarec.com.

Our sales team will help you create the perfect presence in the North Dakota Travel Guide. Call us today!

Production Requirements

Ad Formats

- High-resolution (300-dpi) Adobe PDF (preferred format)
- High-resolution (300-dpi) EPS in CMYK or grayscale.
EPS files include embedded fonts or fonts converted
- High-resolution (300-dpi) TIFF in either CMYK or grayscale

Acceptable Formats

The following application documents must include CMYK or grayscale photos and artwork, either embedded or separate, at 300-dpi sized to 100%, in one of the placable formats listed above. Documents must also contain embedded fonts or converted fonts. When fonts cannot be embedded, all fonts, including font variations (bold, italics, etc.), must accompany documents.

- Adobe InDesign® CS4
- Adobe Illustrator® CS4
- Adobe Photoshop® CS4
- QuarkXPress® v8.01

General Production Specifications

- No bleeds allowed
- Page size: 8" w X 10 5/8" h
- Suggested live area: 7" w X 9 3/4" h
- Type 1 fonts, embedded or otherwise, are preferred

FTP Procedure

PC users:

1. Make files or folders you want to upload visible on your screen
2. Launch Internet Explorer (or your Web browser)
3. Enter ftp address in browser address window:
ftp.nisc.coop
4. A window with folders will appear
5. On top Windows Menu Bar, go to File > log in as >
6. User name is: **magads**
7. Password is: **adcopy**
8. Drag necessary files from your PC folder to the ftp site folder
9. E-mail: **cvanhorn@ndarec.com** that your files have been uploaded

Mac users:

1. Make files or folders you want to upload visible on your desktop
2. Open "**Fetch**" or similar program
3. Enter ftp site address: **ftp.nisc.coop**
4. User name is: **magads**
5. Password is: **adcopy**
6. Drag and drop your files into the ftp site folder
7. E-mail: **cvanhorn@ndarec.com** that your files have been uploaded

NOTE: a firewall on your system may not allow you to access the ftp site folders. If possible, disable the firewall while uploading your files.

For more information or space reservations

Contact, Clark A. Van Horn, advertising manager • E-mail: cvanhorn@ndarec.com • (800) 234-0518 • (701) 667-6436
• Fax: (701) 663-3745 or visit our Web site: www.ndliving.com
Send advertising material to: North Dakota LIVING, Attn. Clark A. Van Horn
3201 Nygren Drive NW • P.O. Box 727 • Mandan, N.D. 58554-0727

ADVERTISING ORDER FORM

2011 North Dakota Travel Guide

Space reservations - September 24, 2010

Ad materials submissions - September 27, 2010

(For ads to be created by our production department, please have copy in by August 27, 2010)

Publication date - January 1, 2011

Company Name _____

Contact Name _____

Address _____

City, State, Zip _____

Telephone _____ Fax _____

E-Mail Address _____

Web Site Address _____

☐ A..... 2-page spread: 15 1/4" x 9 3/4"

☐ B. Full page: 7" x 9 3/4"

☐ C. 1/2 page: 7" x 4 5/8"

☐ D. ... 1/3 page: 4 5/8" x 4 5/8"

☐ E. 1/4 page: 3 7/16" x 4 5/8"

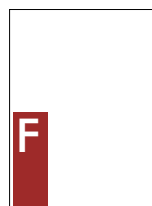
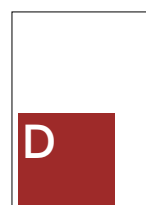
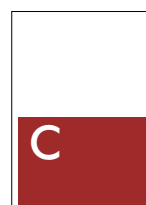
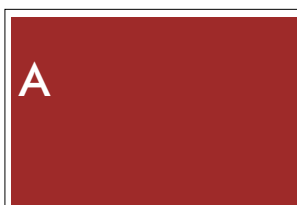
☐ F. 1/6 page: 2 3/16" x 4 5/8"

☐ G. Brochure boxed listing

☐ H. ... Accommodations boxed listing

☐ I. Single space package ad

☐ J. Double space package ad



Billing: February 2011

We accept MasterCard and VISA



Copy Instructions: _____

Note: ad rates are net and noncommissionable; ad billing is distributed upon publication.

Signature _____ Date _____

North Dakota LIVING, Attn. CLARK A. VAN HORN
3201 Nygren Drive NW, P.O. Box 727, Mandan, ND 58554-0727
(800) 234-0518 • (701) 667-6436 • Fax: (701) 663-3745
E-mail: cvanhorn@ndarec.com

